



Georgia Technology Authority

FY'07 Annual
Dealer Internet
Inquiry
(VIN check)
Survey Report

FY'07 Annual Dealer Internet Inquiry (VIN check) Survey

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Executive Summary

The Office of Data Sales' customer service initiatives are in line with:

- The Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government*
- Georgia Technology Authority's Wildly Important Goal (WIG) to improve Customer Satisfaction*

The FY'07 annual survey for the Dealer Internet Inquiry (VIN check) offering was conducted in August, 2006. The survey results indicate a customer satisfaction rating of 95.7% overall.

This was the second annual survey conducted for the purpose of measuring and improving customer satisfaction of the Dealer Internet Inquiry tool. This year's survey has allowed the Office of Data Sales to continue to build upon information that was obtained in the FY'06 Survey, while also gathering valuable new data to improve the service for our customers.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority responses have been documented. Also, the Office of Data Sales has contacted each of the customers who have provided optional contact information to provide timely feedback to their concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a "world class" customer satisfaction rating every year.

Background & Objective

O.C.G.A. §40-2-130 and §40-3-23

Background:

Dealer Internet Inquiry (VIN check) is used to assist in transactions involving motor vehicles (primarily automobiles) in Georgia. Georgia Technology Authority in partnership with the Georgia Department of Revenue provides Internet access to query the database containing motor vehicle title and tag information for certified customers.

The Dealer Internet Inquiry is used by both franchise and independent dealers. Most of the franchise dealers and more than one-third of the independent dealers in Georgia are users of the Dealer Internet Inquiry service.

Dealers access the database using the Dealer Internet Inquiry service for the purpose of alerting them to certain red flags during transactions. This information can be used to verify a title and to help ensure a legitimate trade-in, for example. Information commonly used from the system includes the print date on the title, odometer readings, fuel for emissions requirements, etc.

Objective:

Assess customer satisfaction for FY'07 and maintain a "world class" customer satisfaction rating of 95+% for the Dealer Internet Inquiry by December, 2006.

Methodology

Based upon the methodology established last year for customer service improvement, Office of Data Sales has followed the same steps in conducting the survey, while making improvements from previous year's experience.

The first improvement was a move from the traditional *Survey-Tool* on the *Georgia.gov* portal that was used for the FY'06 Survey to *SurveyMonkey*. The new tool allowed for better reporting capabilities and easier analysis of results on an individual customer basis.

The Office of Data Sales contacted all customers by phone prior to sending the survey. Following the notification, the survey was sent via email using the online survey tool, *SurveyMonkey*.

Survey responses were collected and categorized into concerns and suggestions. The results were analyzed, and standard responses to the customer concerns and suggestions were formulated. The Office of Data Sales then contacted customers to thank them for their feedback and personally discuss their concerns.

Details of these discussions were recorded to be considered as potential future enhancements to meet our customers' needs.

Survey Results

The entire Dealer Internet Inquiry customer base of approximately 900 customers including the franchise and independent motor vehicle dealers received the survey electronically. The number of responses totaled to 94 surveys, resulting in about a 13% response rate. (Approximately 150 of the surveys sent did not reach the intended recipients.)

The survey results indicate a customer satisfaction rating of 95.7% overall.

The details of the survey are listed in the Appendix.

The results were categorized into the following customer concerns and suggestions:

Concerns:

- No-hit fee: A few customers were unclear on the justification for no-hit fee.
- Sign-up process: There was confusion related to having two departments involved in the sign-up process.

Suggestions:

- Some customers requested out-of-state vehicle information.
- A few requested additional vehicle owner information
- Others requested various additional information on the vehicle such as insurance status, emissions, and ad-valorem tax infor-

Survey Results

Standard responses to customer concerns and suggestions plus feedback to these are listed below:

Customer Concern

- No-hit fee: A few customers were unclear on the justification for a no-hit fee
- Sign-up process: There was confusion related to having two departments involved in the sign-up process.

GTA Response

The Dealer Internet Inquiry is an inquiry-based system, customers are charged per inquiry. No-hits are charged as inquiries.

Customer Feedback

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customer Suggestion

- Some customers requested out of state vehicle information
- A few requested additional vehicle owner information
- Others requested various additional information on the vehicle such as insurance status, emissions, and ad valorem tax information

GTA Response

It is not required by legislation for other states to share vehicle information. This prevents Georgia from providing out of state vehicle information.

It is privacy laws which prevent the sharing of personal information on vehicle owners, however enhancements to the service are being investigated.

The Dealer Internet Inquiry system is a way to check for certain red flags for car dealers and is not currently set-up to show all vehicle information online at this time. We hope to be able to provide additional information on vehicles in the future.

Customer Feedback

Customers hope to someday have access to such a service.

Customers are encouraged to hear that enhancements are being investigated.

Customers are encouraged that their suggestions are being recorded and would like to be kept informed of the status of new offerings or enhancements for the VIN check service.

Conclusion

The Office of Data Sales finds these surveys an effective means to obtain customer feedback, and they enable us to improve customer interactions in collaboration with Department of Revenue.

Further, the customer suggestions result in exploring viable ideas to develop new products or enhancements to our existing products that meet customer needs.

Finally, the Office of Data Sales annual customer surveys help Georgia Technology Authority achieve its customer satisfaction goals and meet the Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government.

The results of the FY'07 Survey indicate that there is high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers and work to improve the service offering based on customer-focused enhancements.

For example, one such enhancement being considered is to publish information of other states which supply a similar service on our website. This could be used as a possible customer aide when searching for information.

Also, as a final note, system access issues were anticipated as a concern for this year's survey respondents due to the Data Center upgrade, however there was little mention of this in the survey.

Appendix

Do these products / services meet your expectations?			
		Response Percent	Response Total
Yes	<div></div>	95.7%	90
No (please comment)	<div></div>	4.3%	4
Total Respondents			94
(skipped this question)			0

Please rate the following statements according to your satisfaction level:						
	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Response Average
Process of becoming a customer	43% (40)	47% (44)	2% (2)	4% (4)	4% (4)	1.81
Process of renewing your account	44% (41)	37% (35)	17% (16)	0% (0)	2% (2)	1.80
Process of issue resolution	33% (31)	33% (31)	31% (29)	1% (1)	2% (2)	2.06
Price of product(s)	49% (46)	45% (42)	3% (3)	1% (1)	2% (2)	1.63
Receiving your product(s) in a timely manner	56% (53)	35% (33)	6% (6)	0% (0)	2% (2)	1.56
Total Respondents						94
(skipped this question)						0

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